



*News From*

# JACK DOYLE

## MONROE COUNTY EXECUTIVE

**For Immediate Release**

Monday, March 26, 2001

### NOT ME, NOT NOW SEEKS NEW TALENT

Monroe County Executive Jack Doyle today announced open auditions for kids to appear in new Not Me, Not Now TV and radio commercials, posters, and outdoor advertisements. Kids, ages 9 and older, are encouraged to try out at the Mall at Greece Ridge Center, West Ridge Road, on Saturday, March 31 from 10:00 a.m. to 2:00 p.m. (near entrance #9).

"The presence of the Not Me, Not Now campaign has made a huge impact in the lives of our children," said Doyle. "In Monroe County, the teen pregnancy rate is down 31% among 15-17 year olds from 1993 until 1998, the latest year for which we have data."

No acting experience is necessary, a short script is provided and kids should wear casual clothes. Each person will speak on camera in front of a judging panel for 30 seconds. Auditions are held every other year. In 1999, 625 kids auditioned for a chance to be seen in the campaign.

The Mall at Greece Ridge Center is located on the corner of West Ridge Road and Long Pond Road in the Town of Greece.

Not Me, Not Now is an abstinence-only communications program designed to encourage kids, ages 9 to 14, to delay sexual activity and focus on setting goals for the future. The program relies on young kids to deliver an abstinence message to their peers through a mass media campaign. The program was created by Monroe County in 1994 and is licensed to the states of New York, Maine, Connecticut and Virginia, along with dozens of other communities throughout the country.

For more information on Not Me, Not Now, or to download a copy of the Impact Evaluation of Not Me, Not Now from the Journal of Health Communication, visit the Web site: [NotMeNotNow.org](http://NotMeNotNow.org).

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*For further information, call:  
Communications & Special Events at 428-2380*

*Visit us on the web: [www.NotMeNotNow.org](http://www.NotMeNotNow.org)*